



**VIRTUAL**  
**plastic  
surgery**

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THE MEETING

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**LIVE ONLINE | Oct.16-18, 2020**  
**LIVE ON-DEMAND | Oct.9-Nov. 30, 2020**



# Solving for the X Factor

## The vPSTM Exhibit Experience



Plastic Surgery The Meeting provides the specialty with the largest and most anticipated exhibit experience of the year – and this year is no different. With many of our attendees reopening and re-establishing their practices, the importance of a “one stop shop” to discuss the changing daily needs for practices, and a look at “what’s hot” and “what’s next” in plastic surgery has never been more underscored.

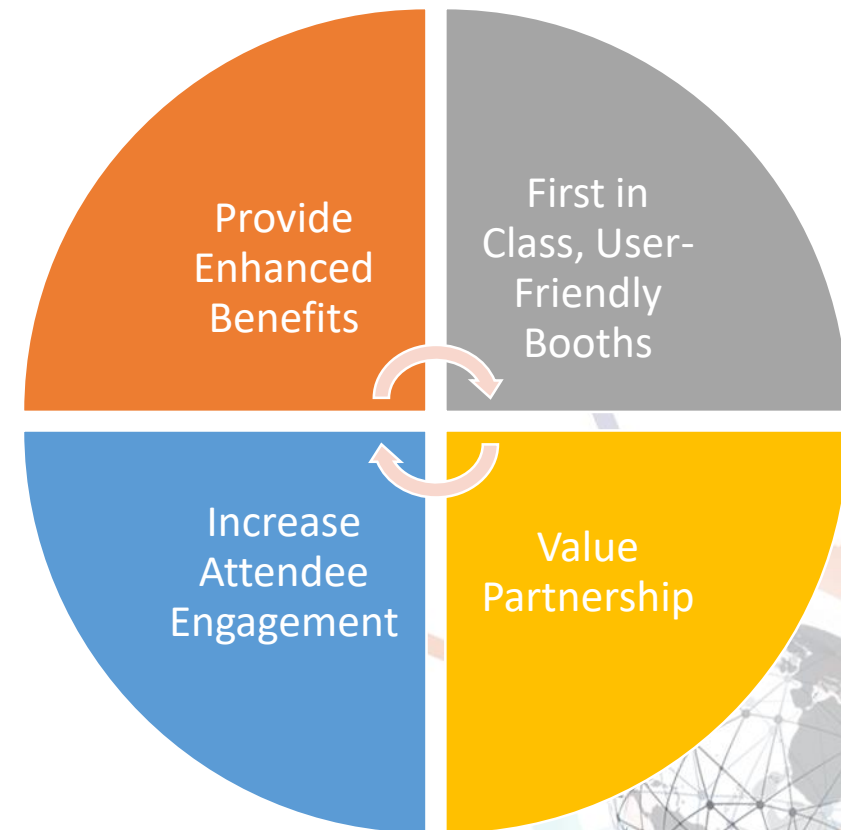
We have listened to you intently as we shaped the exhibit experience this year. Many of you have already had virtual meeting experiences – some good and some challenging – but we were able to take lessons from each story shared and found ourselves focused on the four main elements to the right. I believe you will see those goals reflected through these exhibit opportunities.

We look forward to working with you to make vPSTM20 one of the most exciting and engaging meetings we have ever had!

Thank you!

Renee Robbins

Staff Vice President, Meetings, Education, and Corporate Development





# vExhibit Opportunities

Sign on by August 21 for greater exposure



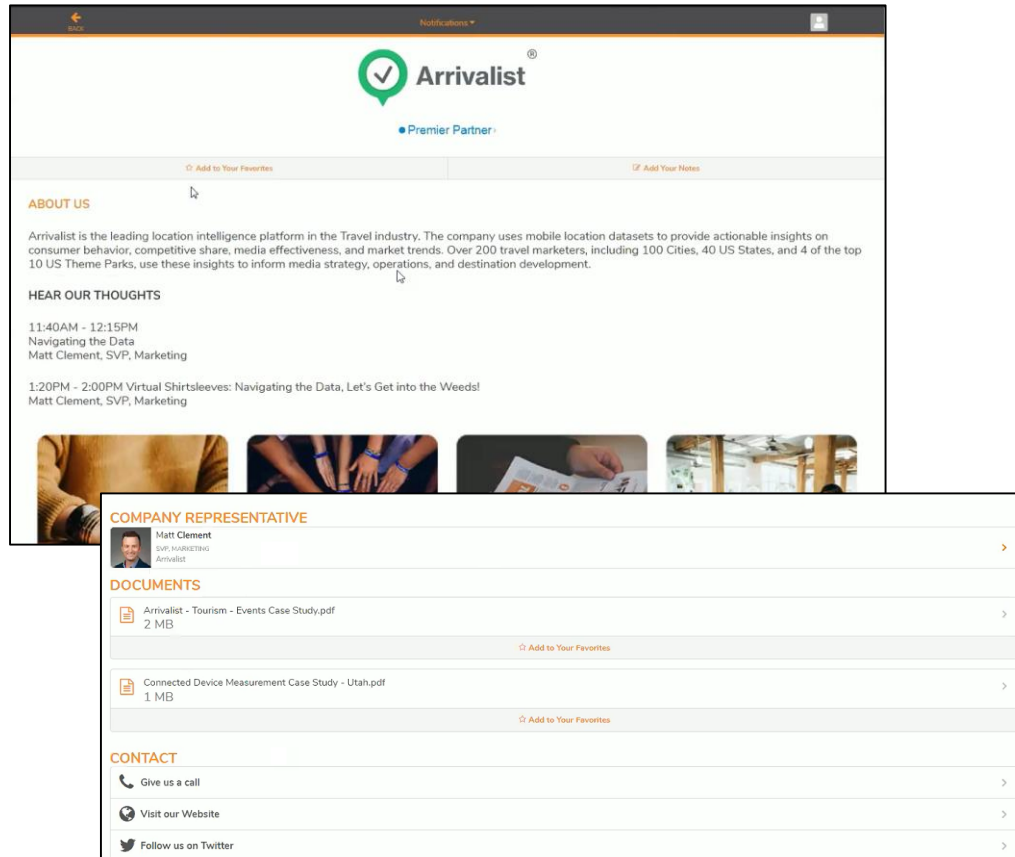
# vPSTM Exhibit Experience

## Four Packages to Choose From



| <b>Highlighted Package Inclusions</b><br><i>See package details for complete level benefits</i> | <b>Premium</b><br><b>\$35,000</b> | <b>Select</b><br><b>\$25,000</b> | <b>Enhanced</b><br><b>\$7,500</b> | <b>Standard</b><br><b>\$3,400</b> |
|---|-----------------------------------|----------------------------------|-----------------------------------|-----------------------------------|
| Virtual Exhibit Listing Priority  | ✓                                 |                                  |                                   |                                   |
| Exhibitor Badges (with session attendance)  | 12                                | 8                                | 5                                 | 2                                 |
| vPSTM Mailing List  | Pre                               | Pre                              | Pre                               |                                   |
| vPSTM Registration List   | Pre & Post                        | Pre & Post                       | Pre                               | Pre                               |
| Priority Points   | 4                                 | 3                                | 2                                 | 1                                 |
| Branded Templated Exhibit Booth   | ✓                                 | ✓                                | ✓                                 | ✓                                 |
| White Glove Configuration Service   | ✓                                 | ✓                                | ✓                                 | ✓                                 |
| Ability to link to Virtual Booth  | ✓                                 | ✓                                |                                   |                                   |
| Attendee Engagement   | Chat & Video                      | Chat & Video                     | Chat                              | Chat                              |
| Videos on Booth Page  | 2                                 | 1                                |                                   |                                   |
| Resource Links (i.e. PDF Downloads)   | Unlimited                         | 8                                | 5                                 | 4                                 |

# vPSTM Exhibit Booth Preview



- Clean Attendee Intuitive Design
- Add to Favorites & Add Notes Functionality for All Users
- About Us and Free Text Section on Top
- Four (4) Images & Links to featured content (i.e. external sites, pdfs, demos, etc)
- Ability to type chat and/or video chat with booth visitors
- Attendee Access to Company Representatives
  - Lists all representatives registered via exhibitor badge for your Company
  - Links to a full profile for the individual that features 1:1 meeting functionality and resource links
- Company “Contact Us” section

# Highlights of #PSTM20 Exhibits



- **White Glove Configuration Service**

All booths will be configured by our expert team of developers in order to provide you and your brand with the most professional presentation possible.

- **Host In-Booth Demonstrations**

Packages that include In-Booth Demonstrations will be able to showcase their product or service in a way not usually allowed on the show floor due to safety restrictions. Our developer team will work with you to determine the best way to showcase your product.

- **Exhibitor Badges**

Just with our in-person meeting, ASPS exhibitor badges not only allow exhibitors to participate in the social events open to the general meeting attendees, but also to attend educational programming sessions.\*

- **Attendee Type & Video Chats**

Attendees and exhibitors will have the ability to type and/or video chat through the booth functionality in order to engage in truly meaningful conversation. Companies that opt for video chats can set up small group discussions.

- **Saving on Costs While Reaching More Decision Makers**

No airfare, no booth décor costs, and no hotel all adds up to major savings. When you factor the specialty's interest in finding new opportunities as practices reopen in a changing environment and the anticipated increase in the number of office professionals and international attendees a virtual engagement may provide a higher return on investment.

- **Prolonged Visibility**

vPSTM will open its doors on October 9 and stay open until November 30. During this time attendees will be able to roam the halls of the exhibit experience, clicking through your links and downloading your materials – a much different experience than a three-day show!

- **Enhanced Lead Generation**

With the virtual platform you know exactly who you are talking to at all times. Click on their name and check out their profile. Guess what! They can do the same with you, and you can include your company information and resources. So, go network!!

*\*Must conform to the standards of ACCME and ASPS's Firewall policy when attending educational programming. No promotion of any kind is allowed in educational sessions.*

# Premium Exhibit \$35,000



## Sponsor Benefits

- Priority Virtual Exhibit Listing
- Page Banner and Logo
- 12 Exhibitor Badges
- 4 Priority Points
- Pre & Post Registration List
- Attendee Pre Show Mailing List
- Meeting Attendee Platform Metrics
- Company Logo in Exhibit Hall Directory

## Exhibit Booth

- Branded Template Exhibit Booth
- White Glove Configuration Service
- Ability to Link to Own Virtual Booth
- Link Out to Social Media
- Unlimited Resource Links
- Two (2) Videos (up to 5 minutes each)
- Ability to link to live demonstration, Innovation Theatre Presentation, or Center Stage Spotlight

## Attendee Engagement

- Type-Chat with Attendees
- Private Small Meeting Video Chats
- 1:1 Schedule Meeting
- Booth Metrics
- Contact Us & Rep Listing
- One (1) Platform Pop Up Notification
- Favorite Booth & Notes Functionality

## Bonuses by August 26

- Six (6) Additional Exhibitor Badges
- Registration Brochure Listing
- Logo in September PSN Advertisement
- Inclusion in Promotional Email Sent to All #PSTM20 Registrants with Link to Website

# Select Exhibit \$25,000



## Sponsor Benefits

- Company Logo Featured
- 8 Exhibitor Badges
- 3 Priority Points
- Pre & Post Registration List
- Attendee Pre Show Mailing List
- Meeting Attendee Platform Metrics
- Company Logo in Exhibit Hall Directory

## Exhibit Booth

- Branded Template Exhibit Booth
- White Glove Configuration Service
- Ability to Link to Own Virtual Booth
- Link Out to Social Media
- Eight (8) Resource Links
- One (1) Video (up to 5 minutes)
- Ability to link to live demonstration, Innovation Theatre Presentation, or Center Stage Spotlight

## Attendee Engagement

- Type-Chat with Attendees
- Private Small Meeting Video Chats
- 1:1 Schedule Meeting
- Booth Metrics
- Contact Us & Rep Listing
- Favorite Booth & Notes Functionality

## Bonuses by August 26

- Four (4) Additional Exhibitor Badges
- Registration Brochure Listing
- Logo in September PSN Advertisement
- Inclusion in Promotional Email Sent to All #PSTM20 Registrants with link to Website



# Enhanced Exhibit \$7,500



## Sponsor Benefits

- Company Logo Featured
- 5 Exhibitor Badges
- 2 Priority Points
- Pre Registration List
- Attendee Pre Show Mailing List
- Meeting Attendee Platform Metrics
- Company Logo in Exhibit Hall Directory

## Exhibit Booth

- Branded Template Exhibit Booth
- White Glove Configuration Service
- Link Out to Social Media
- Five (5) Resource Links
- Ability to link to live demonstration, Innovation Theatre Presentation, or Center Stage Spotlight

## Attendee Engagement

- Type-Chat with Attendees
- 1:1 Schedule Meeting
- Booth Metrics
- Contact Us & Rep Listing
- Favorite Booth & Notes Functionality

## Bonuses by August 26

- Two (2) Additional Exhibitor Badges
- Registration Brochure Listing
- Inclusion in Promotional Email Sent to All #PSTM20 Registrants with link to Website

# Standard Exhibit \$3,400



## Sponsor Benefits

- Company Logo Featured
- 2 Exhibitor Badges
- 1 Priority Point
- Pre Registration List
- Company Logo in Exhibit Hall Directory

## Exhibit Booth

- Branded Template Exhibit Booth
- White Glove Configuration Service
- Link Out to Social Media
- Five (5) Resource Links

## Attendee Engagement

- Type-Chat with Attendees
- 1:1 Schedule Meeting
- Booth Metrics
- Contact Us & Rep Listing
- Favorite Booth & Notes Functionality

## Bonuses by August 26

- One (1) Additional Exhibitor Badge
- Registration Brochure Listing
- Inclusion in Promotional Email Sent to All #PSTM20 Registrants with link to Website

# Key Contacts

- For sales, please contact:

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- For questions on other options and invoicing, please contact:

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